

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Why Some Ads Fail Miserably While Other Succeed Wonderfully

By David Garfinkel

Why Some Ads Fail Miserably While Other Succeed Wonderfully by David Garfinkel

The voice on the other end of the phone was tense and impatient. It was a prospective client calling. After we introduced ourselves, he got right to the point: "Our advertising isn't working and we need some help."

Who I was talking to doesn't matter very much because it could have been almost any of my prospects before they start working with me. That's because, statistically, most advertising doesn't work – if by "work" you mean, bring in new business. Think about your own ads. Even if they already generate leads or create sales for you, don't you have the sneakin' suspicion they could be working a lot better?

Here are two reasons why most ads don't work at all – or if they work, why they deliver far less business than they could:

1. Most ads don't get the attention of your prospects. This is pretty basic. It is physically impossible for prospects to contact you unless they know about you, and if you're counting on them to find out about you from your advertising, then step one is for your ad to get your prospects' attention. Unfortunately, some ads actually do get attention, but...
2. These ads get the attention of your prospect in the wrong way. For an ad to generate a qualified lead or create an immediate sale, it must start off on the right foot. That "right foot" sets the right tone and invites a qualified prospect to call you. I just saw an ad in Newsweek that still has me wondering what it's about and why someone spent tens of

Why Some Ads Fail Miserably While Other Succeed Wonderfully

thousands of dollars on it. (Bet it wasn't their own money.)

The ad shows a boy on a bicycle flying through the air, out in the wilderness. The headline, in a semicircle, says, "They will always fall before they fly." Since I'm not a kid and I'm not a parent, it doesn't do much for me.

But wait – even if I were a parent or a kid, I still don't think this ad would sell me on anything that would make the advertiser any money. If I were a kid, the only thing this ad could sell me on is taking these kinds of risks to annoy my parents. And if I were a parent, the only thing I can imagine this ad would

sell me on is making sure my kid never rides his mountain bike in hilly terrain – since, obviously, the kid in the picture is on a collision course with certain death.

I've got to hand it to this ad in one department – it's interesting. It got my attention. But that's as far as it got.

The Headline's the Thing

Let's get off this negative track and look at some ads that I am certain are making money. These are not from a glossy national magazine, but are small ads from today's local newspaper. (By the way, small ads that run in the newspaper are usually paid for by the person who wrote them, and these ads get to the point and are likely to be profitable. Hmm... I wonder if I'm noticing a trend here...)

All I'm going to show you are the headlines of these ads. But I promise you, the headlines are all you need to see. Tell me if you can guess what each ad is about and who its target market is:

1. Lose 3–5 Pounds Per Week With the System Proven By Over 90,000 Successful Patients
2. Up to 40% Savings on Heating and Cooling Costs With a (Brand Name) Foam Roof
3. Men and Women – Remove Unwanted Hair Today!

Now, I know what you're thinking. Not very clever. Not very hip.

In fact, those headlines are downright boring!

Hmmm... I have two things to say about that. First, if you have tried everything under the sun to lose 40 pounds and you are frustrated to the point of tears, then headline number 1 isn't that boring to you. (And I would say the same regarding people in the target market for headlines 2 and 3.)

The second thing I want to say is, yes, and it's also pretty boring to stand in line at the bank waiting to make a large deposit into your business checking account. But you know what? Once you've gotten past that boredom barrier, it's actually sort of nice. You know?

And here's some interesting news: A good headline on your ad will get you 90% of the way from the agony of defeat to the ecstasy of advertising success, so you can deal with weighty

issues like the boredom barrier and what to do with all that money.

David Garfinkel has been described as "the world's greatest copywriting coach." He's a results oriented copywriter and the author of "Advertising Headlines That Make You Rich," which shows you exactly how to adapt proven money-making headlines to your business. http://www.roibot.com/r_hl.cgi?R16916_hl2text

Learn To Embrace Failure

By Lisa Saylor

Failure is a must to succeed in business and in life. So often we are told we can not fail, it's a bad thing. From the time we start to school, till we go to the here after, fail, that 4 letter word is a bad thing. It is almost like a curse. My question is how do we learn and continue to grow if we don't fail? How do we succeed in business if we don't fail?

I started my first Home Based Business 2 years ago. I invested over \$6000 just for the web site and the 10 mentoring sessions. That was on top of the \$250 initial fees for set and a merchant account, that doesn't include all the little fees (no one expects). What I received for this was an online store, web site, 2000 free useless hits, link exchanges (that I had to pay for and didn't need to) and oh yes the useless mentoring sessions (that didn't teach me anything). I worked hard on this site for 6 months (which doesn't seem like a long time), except they told me I would be able to make back all my invested money in the first 3 months. I made nothing, and eventually lost over at least a \$7000.00 before I decided to shut it down. To top it all off the company I went through gave me a hard time about shutting down the site and my merchant account. I had failed miserably. You would have

Why Some Ads Fail Miserably While Other Succeed Wonderfully

thought that I would have been angry and upset, and initially I was. I received the "I told you so" looks, the rhetoric 9 out of 10 businesses fail etc. when I told people my business had failed.

But what no one realized is that I had learned so much. Not only did I learn what not to do, I also learned, that regardless of my business "failing," that I loved the ownership of it and that no matter how many times the business didn't pan out that I would continue to learn, grow, and to build businesses.

So since then I have looked over other online businesses, done background research, and have started another; that I am happy to say seems to be doing well. By failing, all that did was whet my appetite to do it again. 9 out of 10 businesses fail, but it is the 1 time that it doesn't fail that I am after. So, when you look at your failures, look at them as a way to succeed, that has given you a wealth of knowledge and that knowledge is what you need to succeed in life and in business.

Copyright 2004 Written by Lisa Saylor Author. Lisa has a business site about online business opportunities and articles at

and has a online store and

business opportunities at

.

Learn To Embrace Failure

5 Things You Must Do To Fail in Business

How To Succeed with Safelists

Do You Know The Reason Why So Many Fail in Internet Business?

Reaching Your Potential

Help Your Child Succeed In School

The Classified List

Build Your Own Mail Order Empire

Power Profits Autoresponder Course

How To Win The War Of Internet Marketing



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!